

Sheeraz Shah

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Profile

An accomplished and forward-thinking C-Level professional with more than 23 years of experience in the consumer packaged goods industry, known for delivering remarkable results in driving market growth and enhancing company profitability. A highly articulate and motivated leader, adept at spearheading successful sales, marketing, and business development initiatives across the Middle East, with a primary focus on Saudi Arabia and the UAE. Possessing exceptional communication skills, I excel in establishing strong relationships and gaining the trust of key stakeholders, both within the organization and externally.

Core Competencies

- Strategic Leadership
- Business Development
- Cross-cultural Competence
- Change Management
- Market Growth Strategies
- Excellent Communication Skills
- Result-oriented Mindset
- Sales and Marketing Management
- Relationship Building
- Strategic Planning and Execution

Career Highlights

- Achieved a sales top line of USD 150 million through effective sales and marketing leadership.
- Diversified product portfolio by introducing new offerings such as Oily Samosa leaves and Sweet Rusks in the Middle East market.
- Revitalized and repositioned established brands including Switz, Nahool, and Garamesh, resulting in increased market presence and consumer engagement.
- Successfully managed national key accounts such as Panda, Lulu, Farm, Tamimi, and Danube, fostering strong partnerships and driving significant sales growth.
- Demonstrated resilience and adaptability by launching distribution operations in Iraq during a challenging period of militant insurgency (ISIS).
- Expanded business footprint by establishing and operationalizing new markets in Bahrain and Qatar, effectively penetrating untapped regions.
- Led end-to-end launch of Baked Chips product line in the North East region, overseeing factory setup, production, and sales distribution, resulting in successful market entry and revenue growth.
- Pioneered tea export initiatives from Tata Tea South India, enabling the first-ever export of teas to the Middle East region, enhancing brand visibility and revenue streams.

Professional Experience

2021/08 – 2022/12
Jubail, Saudi Arabia

Executive Director

33 Holding Investment Holding

33 Holding Investment Holding is a privately-owned company with diversified business interests spanning retail and manufacturing sectors.

Roles and Responsibilities

- Oversaw daily operations and effectively managed profit and loss (P&L) for the company.
- Spearheaded franchise business development efforts, identifying new opportunities and establishing partnerships to expand the brand presence.

- Managed local environment factors, including regulatory compliance, market trends, and competitor analysis, to ensure optimal business performance.
- Prepared and delivered strategic agenda on restructuring and diversification, driving organizational growth and adaptability.

Achievements

- Successfully restructured management roles and reporting structure, optimizing efficiency and streamlining decision-making processes.
- Facilitated the partnership with a prominent Dubai-based Retail Food Brand, leading to a successful launch in the Saudi market and contributing to increased market share.
- Implemented a comprehensive marketing strategy, including the establishment of a dedicated digital marketing team, enhancing brand visibility and customer engagement.
- Redesigned the revenue model for the juice café segment, introducing innovative additions and eliminating inefficiencies to improve profitability and drive sustainable growth.

2019/02 – 2020/09
Guwahati, India

Chief Executive Officer (CEO)

SM Consumers Private Limited

SM Consumers is a privately-owned medium-sized company operating in the food industry. Focusing on the manufacturing of a diverse range of products including baked chips, juices, pickles, mineral water, sauces, and mayonnaise.

Roles and Responsibilities

- Oversaw daily operations, effectively managed profit and loss (P&L), and prepared budgets to ensure financial stability and growth.
- Led the establishment of sales distribution networks in the East, North East, and South regions of India, driving market expansion and increasing brand presence.
- Provided leadership to a sales team consisting of 150 personnel, fostering a high-performance culture and driving sales targets.
- Implemented organizational cultural reforms to enhance efficiency, collaboration, and employee engagement.

Achievements

- Successfully launched a new product line, baked chips, managing all aspects from factory setup to packaging and establishing a robust distributor network.
- Achieved significant revenue growth by successfully penetrating new markets in states across India and expanding into the Middle East.
- Strengthened the sales team by adding new resources at senior levels, leveraging their expertise to drive sales strategies and achieve business objectives.
- Implemented sales automation at all levels, strategically focusing on streamlining processes and optimizing efficiency throughout the sales function.

2009/08 – 2019/02
Dammam,
Saudi Arabia

Chief Strategy and Marketing Officer

Saudi Masterbaker Limited

Saudi Masterbaker Limited, a subsidiary of the Switz Group headquartered in Dubai (UAE), specializes in the manufacturing, direct, and indirect sales distribution of bakery and confectionery products. Our product range includes ambient and frozen items, catering to markets in the Middle East, USA, Canada, Australia, and Europe. With a strong presence in these regions, we are committed to delivering high-quality baked goods to meet the diverse demands of our global customers.

Roles and Responsibilities

- Responsible for managing the complete marketing portfolio, including market research, above-the-line (ATL) and below-the-line (BTL) activities, and digital marketing initiatives.
- Successfully achieved an annual turnover of USD 150 million as the head of sales, demonstrating effective sales leadership and driving revenue growth.
- Led business development efforts to explore and expand into new geographies, identifying market opportunities and establishing strategic partnerships.
- Prepared annual budgets, strategically allocating resources by product, brand, and geography to optimize financial performance.

Achievements

- Achieved double-digit growth in top-line revenue, effectively driving sales and profitability, while improving bottom-line margins.
- Successfully launched sales operations in new geographies, including Iraq, Bahrain, and Qatar, expanding market reach and capturing new business opportunities.
- Conducted thorough market research and launched new brand line extensions in both frozen and ambient segments, diversifying product offerings and capturing additional market share.
- Played a pivotal role as a change manager, implementing sales policies, introducing new packaging concepts, revitalizing established brands, and successfully launching new brands to meet evolving market demands.

1998/08 – 2002/04
Munnar, Kerala,
India

Assistant Manager

Tata Tea, Tata Group

Tata Tea is a part of Tata Consumer Products Ltd (erstwhile: Tata Global Beverages) and the largest single integrated Tea Company in the world.

Roles and Responsibilities

- Effectively managed labor resources, ensuring smooth operations and productivity within the tea manufacturing facility.
- Oversaw tea factory operations, maintaining high-quality standards throughout the production process.
- Implemented social welfare schemes to support the well-being of employees and the local community.
- Ensured adherence to manufacturing standards to achieve favorable prices both at the brand level and in tea auctions.

Achievements

- Successfully introduced Kaizen practices in factory operations, resulting in cost reductions and process improvements.
- Pioneered the production of teas specifically tailored for the Saudi Tea brand Rabea, leading to the initiation of tea exports to Saudi Arabia.
- Strategically reprogrammed the production of Orthodox teas, securing the highest price per kilogram in South Indian tea auctions.
- Effectively implemented the use of a color sorter for tea exports, enhancing quality control measures and ensuring premium tea products for international markets.

Education

2021	Hult International Business School, Boston <i>Executive MBA (Dubai Campus)</i>
2020	XLRI, Jamshedpur <i>Strategic Management</i>
2015	Sikkim Manipal University <i>Masters of Business Administration (MBA)</i>
2006	University of Delhi <i>BA (Political Science)</i>
	Delhi Public School, Mathura Road <i>HSC (Higher Secondary Certificate) (10+2)</i>

Certificates

Digital Marketing Web Trainings, Hyderabad.	The Fundamentals of Digital Marketing The Google Digital Garage, Europe
Child Rights and Protection UTSAH Child Rights Org, Assam	Orchestrating Winning Performance IMD, Switzerland

References

Mr Adel Taizoon Khorakiwala, *Executive Director*, Switz Group
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Declaration

I hereby declare that all the information given above is true and correct to the best of my knowledge.

Sheeraz Shah